

ABSTRACT OF THE DISCLOSURE

A reflector is provided which has viewing angle properties that when the reflected light of the light having entered the reflector is observed from the direction close to 5 the normal direction to the reflector, it can be seen brighter than seen from the other viewing angles. A reflector includes a plurality of concave parts formed on the surface of a base material, wherein the inner surface of the concave part is formed of a surface that a peripheral curved surface being a 10 part of aspheric surface is continued to a plane at a position surrounded by the peripheral curved surface; each of the plurality of the concave parts has a specified longitudinal section passing through a deepest point of the concave part; the form of the inner surface of the specified longitudinal 15 section is formed of a first curve from one peripheral part of the concave part to the deepest point, a second curve from the deepest point to a first straight line continuously to the first curve, the first straight line to a third curve continuously to the second curve, and the third curve to an 20 other peripheral part continuously to the first straight line; a curvature radius of the second curve is greater than a curvature radius of the first curve; and curvature radii of the second curve and the third curve are equal.